Michigan's 2008 Best of the Web Submission

Provide a project overview: ** WORD COUNT = 149/150*.*
WWW.Michigan.Gov is the official website for the State of Michigan and offers access to over 128 unique government agencies, and over 300 interactive online services. Our site continues to evolve to meet user's high expectations. We recognize the changing usage patterns of our citizens, and place a emphasis on migration to fifth generation technologies, including wireless access and web services. We recognize more citizens are finding services via search engines. We are re-vamping our sites and content to be optimized by search engine technology. Our integrated multi-channel delivery, and, adoption of assistive and translation services ensures that ALL citizens have access to their state government. This emphasis on inclusion can also be found with the practical use of social computing strategies, including web logs, multi-media, Wiki collaboration, online surveys, and, personalization. Our structured and researched evolution ensures the state-wide portal continues to surprise and delight our large user community.

INNOVATION: How well does the entry meet the criterion for innovative use of technology and/or innovative approaches?
**WORD COUNT = 493 / 500.

Innovation in accessing services and content, especially developing services to utilize the advantages of mobile devices has kept us busy. Notable additions include:

- ➢ Michigan is the first state to allow anglers to purchase a 24 hour fishing license using a hand-held device. Many anglers show up for a charter fishing trip without a license. Not many sporting good stores are open at 4:00 A.M. We solved this problem by offering a mobile application and payment process that can be accessed any time, anywhere. Users receive a text message confirmation and license #. http://mobileapps.michigan.gov/MobileLicense/
- ➢ Michigan.Gov continues to be optimized for wireless access. In just 12 months, we have had a 20% growth in individuals using our WML service to view content on portable devices. We now average over 300,000 monthly page views, with real-time highway lane closures and winning lottery numbers being our biggest draw. http://www.michigan.gov/som/0,1607,7-192--136436--,00.html
- ➢ Michigan is using "podcasts" as a mechanism for reaching a younger audience with targeted public service announcements. This forum continues to grow, and, Michigan.Gov has a special "podcast" section accessible from our homepage. http://www.michigan.gov/som/0,1670,7-192----POD,00.html

Michigan is using the social computing power of Web 2.0 as an innovative approach to engage citizen input. This mechanism allows us to connect with citizens as never before. Some of our popular forums include:

- ➢ We have a fitness website that allows runners and walkers to share their stories with each other. Through the use of surveying tools, we allow citizens to "Tell us

their story". We post inspirational stories on our website, and, use multi-media to film and post citizen's stories. http://www.michigan.gov/oneinamillion

➢ Michigan uses web logs to solicit input on topics of interest. We recently received feedback from citizens on the Governors' Green Chemistry directive (promoting research in an environmentally friendly way). http://www.michigan.gov/deq/0,1607,7-135-3585-179563--,00.html

➢ Michigan business and citizen users are encouraged to participate in satisfaction surveys, and, tell us what additional services they would like the state to further automate. This feedback mechanism helped in the design of our Corporations electronic filing system. Michigan.Gov has a designated survey section on the top of our home page: http://www.michigan.gov/som/0,1607,7-192-26928-141079--,00.html

➢ Michigan recognizes the important significance of public social networks. We are utilizing the outreach power of websites, such as "You-Tube" to post public service health announcements. This allows us to push message to a wider audience. Postings include gambling addiction awareness http://www.youtube.com/watch?v=1EwyswSVM1E and smoking cessation programs: http://www.youtube.com/watch?v=ta3cKT5BXmo

➢ In addition to public social networks, Michiga.Gov maintains a special "video on demand" section of our home page http://www.michigan.gov/som/0,1607,7-192-46314---,00.html

Michigan has been on the leading edge of the "transparency in government" movement. We encourage citizen participation, and, provide as much public information as possible. We have a dedicated "e-Citizen" website that helps citizens learn about government spending, government budgeting, and, government contracting. This same site helps citizens review Michigan's strategic plan, and, has useful information for contacting lawmakers, and, engaging in the electoral process. http://www.michigan.gov/som/0,1607,7-192-29701_31713---,00.html

FUNCTIONALITY: How well does the entry meet the criterion for creating intuitive, easy-to-use transactions that are integrated end-to-end in the back office? **WORD COUNT = 492 / 500.

Michigan is extending the utility of stand-alone data systems by aggregating content from these systems into a unified web-based presentation. This use of "Mash-up" sites allows us to present information from separate sources into cohesive and intuitive presentations. Some of our notable mash-ups include:

➢ Michigan offers a website integrating data from our highway department, state police department, and, local highway authorities to give drivers current information on traffic conditions. Data and real-time video are integrated into our new "Mi-Drive" website. http://www.michigan.gov/drive

➢ Data from Michigan's Department of Natural Resources (recreational water-use), and Environmental quality (water quality) are married together in a citizen facing

website that helps citizens locate swimming and fishing conditions on all Michigan waters. http://www.mcgi.state.mi.us/miswims/
- ➢ Tourism data and mapping data are combined into our newest Travel website. This website uses Microsoft*s Virtual Earth platform to show the location of and links to a wide variety of tourist attractions, and seasonal events. http://mcgiqa.mcgi.state.mi.us/puremi/map.htm

We use XML, services orientated architecture (SOA) and, messaging technology to capture input on the Internet, and, post to back-end systems. This integration has eliminated manual posting and re-entry of data into back-end systems, and, companion data entry errors. Examples include:

- ➢ 300,000 unemployment insurance claims are captured on the Internet, and, passed to our mainframe system for processing each year.
- ➢ 400,000 criminal history background check requests are captured on the Internet, and, passed to our back-end system for fulfillment
- ➢ Over 50 state and local applications use geographic data sets, via web services, to integrate mapping technology into those applications.
- ➢ Employers now register for multiple Michigan business tax identification numbers using our new on-line e-Registration application. http://www.michigan.gov/uia/0,1607,7-118--89978--,00.html.

Michigan places a priority on making sure fundamental "usability" aspects of our website and the quality of the user experience are maintained. We developed policies and standards to support this goal. Some notable best practices include:

- ➢ Security. We use a secured and encrypted interface for processing credit card and electronic payments for Internet transactions. This application is used by 70 applications, and, in 2007, collected over $170 million in revenue. Michigan is the first state to receive full payment card industry (PCI) compliance for all systems processing secured transactions.
- ➢ Privacy and security policies are fully explained on our website. The homepage has links to these policies. All websites developed for the state must link to these policies.
- ➢ Usability. Michigan.Gov maintains look and feel consistency throughout every website. Every website receives a usability review prior to launch. Our new "usability" lab allows end-users to test drive applications prior to launch. The lab uses analytics to measure satisfaction, and, recommend navigation improvements.
- ➢ Accessibility. Michigan.Gov is committed to a website design that is inclusive for all citizens. We adhere to Section 508 and World Wide Web Consortium level one guidelines. Our website offers a text only version for better performance with adaptive technology, and, all pages can be viewed in large font mode.

EFFICIENCY AND ECONOMY: How well does the entry meet the criterion for realizing financial and operational efficiencies?
 **WORD COUNT = 484/ 500.

Michigan pursues a "cross-boundary" approach for sharing services. We have developed several partnerships with other government entities, and, the private sector, to drive down costs, and bring more relevant information to our end user. Recent examples include:

- ➢ The Michigan e-Library is collaboration between 150 public libraries, K-12 and higher education. The e-library pulls together research databases, periodicals, magazines, newspapers, educational resources, archives and books to present an on-line catalog of over 23 million items. If every school, public library, college and university had purchased these services separately, it would have cost over $190 million. Our investment was $4 million. This same service allows residents to "order" materials from partner libraries, with materials being shipped to their local library. In 2007, nearly 200,000 items were distributed across Michigan's network of libraries. http://www.michigan.gov/hal/0,1607,7-160-17451_39174---,00.html

- ➢ Michigan was one of the original partner states in implementing the site map protocol with Google – essentially a search engine on steroids. Information in databases not accessible by Google is "tagged" using an XML file (an index to where our data is stored). This allows Michigan to associate data in multiple databases, – thus presenting users with all relevant documents from one search. We are exploring this as a low cost alternative to a data warehousing strategy for some datasets. This is our initial foray into the promise of Web 3.0.
- ➢ Michigan partnered with the Federal National Grants Partnership, as the demonstration state for an enterprise electronic grants system. www.michigan.gov/egrants has information on over 600 State, local and private grants, including end-to-end application, award and reporting for many grants. This approach has ended the proliferation of agency specific grant systems that routinely resulted in one-time expenditures for new systems and subsequent maintenance costs. This system is supported by an enterprise development team.
- ➢ Michigan government is collaborating with higher education to explore alternative energy uses. The "Great Lakes Wiki" has been established as an open source mechanism for sharing research findings, and, exchange ideas. Lessons learned here will be used to further refine the role of the Wiki in government collaboration.
- ➢ Michigan's network of kiosks has been extended to local government. Initially situated in 37 of our secretary of state offices, we are placing these machines in local government offices. We now include an online ticket payment system that is easily configured for local needs. Ann Arbor processes an average of 700 ticket payments via kiosk per month.
- ➢ The Michigan Department of Education, Wayne County regional education service agency, and Apple Computer, collaborated on a project to provide web-based video streaming, and, on-demand video to Michigan schools. Over 148

Michigan Department of Education training videos are available via this partnership. http://www.mistreamnet.com/archnew.php

As state and local government struggle to find new sources of revenue to sustain IT operations and services, a premium will be placed on innovative cross-boundary approaches. Michigan is proud of our progress in this new reality.